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Yamaha Golf-Car Company names Kevin Norcross Marketing Manager

January 5, 2007 (Newnan, GA) – Kevin Norcross, who was previously the Business Development Manager for Yamaha Golf-Car Company (YGC), has been named Marketing Manager for YGC, a division of Yamaha Motor Corporation. He is now responsible for all golf car and utility vehicle marketing activities.

“Kevin’s extensive knowledge and background in the golf car industry, combined with his management skills, make him the ideal person for this very important role. He has been a key part to our success, especially with the launch of The Drive,” said Rocky Atarashi, YGC President.

Norcross has over 20 years of diversified experience in the golf car business and it’s operations. He joined YGC three years ago. “Having worked very closely with YGC’s direct sales team, as well as YGC’s growing distributor and dealer network, he and his team will continue to grow YGC’s presence with in the golf car and utility vehicle product segments,” said Stan Miser, Division Manager.

Yamaha Golf-Car Company, headquartered in Newnan, Georgia, manufactures the most highly engineered and high quality golf car and utility vehicles in the industry. Yamaha also offers a complete line of transportation and specialty vehicles. Call 1-866-747-4027 for more information, or visit us on the web at www.yamahagolfcar.com.